

User Testing Plan

<p>Introduction</p>	<ul style="list-style-type: none"> • Title: The First User testing for queer event app • Author: Li • Date: 21/12/2022 • Project background: • Research goals:
<p>Schedule</p>	<ul style="list-style-type: none"> • Interview days: Dec 22- Jan 3 • Results: Jan 3-5
<p>Methodology</p>	<ul style="list-style-type: none"> • Location: Zoom or in person • Date: Sessions will take place on Dec 22- Jan 3 • Length: Each interview will last 20-30 minutes, the whole session lasts 1 hour • Personnel: 5 interviewees
<p>Interviewees</p>	<ul style="list-style-type: none"> • Participants are all Chinese lesbians living in the US from 18-35, who have the need for socializing in queer communities
<p>Basic info</p>	<ul style="list-style-type: none"> • Name, age, gender, occupation, education, sexual identification • Social frequency
<p>KPIs</p>	<p>completion of tasks , times of confusion/hesitation, information/function validity, and attitude towards using this app</p>
<p>Questions</p>	<ul style="list-style-type: none"> • Onboarding: • What do you think of the invitation only system? • Do you know what the app is about after onboarding? • What questions should be asked in onboarding so the recommendation works? • Events: • Can you find an event you like? • What do you think of the event page? Is all info you need and clear at first glance? • What info do you want to know if you RSVPd but not able to make it? • Do you understand the live stream process? • Are photos and videos enough? Is the live comment needed? • What is the most concerned when you are deciding whether to attend an event? • Hosts: • What would you do if you want to know about a host and join her events? • What is the most concerned when you are evaluating a host? • Map: • Can you find an event near you and add to your collection? • Profile: • What info you don't want to show to strangers?

User Testing Details

Onboarding:	Tara	Julia	Jenny	Gemma
Do you know what the app is about after onboarding?	Not exactly	Did not reveal the specific content, the first look did not see clearly	Can put a gif or picture to indicate, most people will not read the word	No, normally don't read text
What do you think of the invitation only system?	Security is better, but how the most original users join? Not friendly for users accumulating	Can be Stopping the target users, but could not stop the people who should be stopped	It may be unfriendly and affect the user base if you don't know them. May create a sense of superiority, sell invitation codes; refer to facial confirm real people can only use dating app	Need a hint on how to get the code
What questions should be asked in onboarding so the recommendation works?	Location, but not sure about MBTI (if don't know about, may get setback)	North America-smoking and smoking marijuana etc.; add more interests type, extreme needs to be modified, plus pets-whether pet friendly	Too many problems at the beginning will be trouble, so far it is okay	Add more quite types of interest
Events:				
Can you find an event you like?	First look at the recommendations, the category; if there is a direct start to search, the search right away Search page is confusing: thought host was the host of the above event	Browse around	search page - event view more	browse - near me search page is confusing
What do you think of the event page? Is all info you need and clear at first glance?	Event review is not clear, is it past event? Not sure about extrovert/intro is a label that will set people back, if you are not sure about yourself Influential figure whether to participate, you can appear	About section should be on top of host Add more tags	Who rsvpd: solid color, add age rsvpd whether willing to share anonymously will need to fill in some information for organizer, such as job fair, will want to know the relevant questions	Tag layout bit chaotic, want to know the rating of previous event
What info do you want to know if you RSVPd but not able to make it?	Follow up the event with a photo and review, reminding if this event reoccurring	Doesn't matter	Doesn't matter	
Do you understand the live stream process?	Do not understand the pop-up window; What if I do not want to expose myself onsite; Is the event starting or livestream starting? Not sure where the code is obtained. Assume participated, not interested in livestream, will upload photos afterwards	confused, not sure. "join live stream" should mean not on site but want to see, should be called sign in or checkin or real time post; may affect the participation offline Give freedom to the user, and make it more direct	a little chaotic, Refer to Live photo album, there is a way provided by the organizer; live stream of the specific platform operation	confused, may be add a my event section
Are photos and videos enough? Is the live comment needed?	Personally, there is no interest in livestream, but the others do; there can be comment, for those who did not participate can also comment	Yes needed	Yes and no. How about chatroom? Let the host set different modes; like/comments on posts - to make friends	Yes add the comment and maybe a message board
What do you think of the review page?	Pros/cons: wording use is inappropriate - what u like, what can be improved; photo upload button get bigger, encourage uploading photos, photos are important	Add photos and categories in review	Uploading photo portal is unclear; add pros/cons separate; some hints tag environment, music etc, only need to type the subsequent few words or Emoji; anonymous comment option	Can filter/sort review to see only pros or only cons
What is the most concerned when you are deciding whether to attend an event?	Scan about event - 照片&review - event tag - read about event -see who rsvpd	Engagement level	Types and if the host is a friend	Reviews
Hosts:				
What would you do if you want to know about a host and join her events?	View all hosts - the search bar feels like it can only search events, which are too far from the host area.	Search host-go to host main page, easy	hosted area is somehow ambiguity, may be called her event etc; icons to distinguish which upcoming	Home page browse notable hosts
What is the most concerned when you are evaluating a host?	Host events, info-like airbnb		Hosted events and the photos	Rating and review
Map:				
Can you find an event near you and add to your collection?	map icon in menu is very confusing, change to near you; different colors for different types; don't see search box	yes but the search box is not clear, is it searching address or event	Add filter/sort; search box is not clear; whether you need map tab in menu	Yes, easy
Profile:				
What info you don't want to show to strangers?	Don't want to let others see certain events, reviews, say bad words on review and don't want to show real names; depends on whether to trust the app	Add a public view, which can hide information on its own	Location	Doesn't matter, good to have a preview page
Other		host: add a quote from reviewers. If it is new and purely private host, is there pressure on review Save other people's photos, videos? type can include reading, academic, talk show, standup comedy	Will those who participate willing to be photographed? live tab can show now streaming, past events- and highlight video/photo	